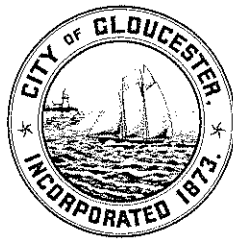


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CITY OF GLOUCESTER OFFICE OF THE MAYOR

I4-C2 – Under Idea Development

65 Rogers Street
Gloucester, MA 01930

What do you foresee for I4-C2?

The sign at 65 Rogers Street says, “Under Idea Development.” The Administration and Community Development department are pleased to announce the process by which ideas will be solicited for use of the long-vacant parcel at 65 Rogers Street known as I4-C2.

Round One Ideas – Brainstorming

We will begin with brainstorming. All Gloucester citizens, businesses, and developers are invited to submit ideas for the parcel through e-mail, letter, or by speaking at a brainstorming session at City Hall on September 21, 2010 at 7pm. Ideas can be e-mailed to I4C2ideas@gloucester-ma.gov or mailed to City Hall at 9 Dale Ave., Gloucester, MA 01930.

There will be no limit on ideas, and no judgments cast. The goal is to freely imagine uses for the site. The Brainstorming session will be facilitated by the Community Development Director, and use constraints will be pointed out during the discussion so that citizens, businesses, and developers may become more familiar with the current zoning. Emphasis will be on “how to make the ideas work” rather than “reasons why ideas couldn’t work.”

Also presented at the Brainstorming session will be: (a) an overview of the parcel; (b) how it is an important piece in the anticipated Harbor Walk; and, (c) the city’s intention to continue to support the commercial fishing tenants currently docked there. Anyone interested in pursuing their ideas and making them a reality is encouraged to attend the Brainstorming session.

At the end of the Brainstorming session, the Round Two Idea Development process will be announced in detail.

Round Two Ideas – Request for Schematic Designs

For the next step, the city will issue a Request for Schematic Designs. This process will be used to investigate feasible uses for I4-C2 and determine preferred development scenarios.

Responses must include:

- A visual representation of the idea (hard and soft copy)
- A summary of the proposed uses (which need to conform to current zoning)
- A cost estimate for bringing the idea to implementation
- Identification of sources of financing
- Benefits of the idea to community

Funded through the economic development grant the city received from the Seaport Advisory Council, the city will offer a total of \$50,000 in grants of up to \$2,500 each to reimburse applicants who hire architect/design, legal or financial services expertise for the preparation of their response. Preference will be given to Gloucester citizens and the goal is to stimulate the best design and implementation concepts for I4-C2.

Businesses, developers, non-profits, and colleges and universities are also welcome to participate at this step in the process. On the business side, the city will also accept responses which, at the request of the responder, will remain anonymous so as to protect their business interests at this stage of the public process, i.e., a business may want to respond to the Request for Schematic Designs but may be hesitant to tip their hand to their competitors, landlord, etc. that they might be interested in relocating to 65 Rogers Street.

The Brainstorming session will conclude with an overview of the Round Two Idea Development process. Again, all details will be announced on September 21 at City Hall. Grant applications will be available on October 15, and responses will be due by December 15. An opening reception and unveiling of the schematic designs will be held at City Hall in the month of December.

All schematic designs will be available for view on the city's website and at City Hall through the month of February. A process will be set up to obtain feedback from the community on the responses, and a citizen-based Review Committee will distill down the best of the best ideas.

The Review Committee will assist the Community Development department in the Round Three Idea Development process by helping to craft a Request for Proposals.

Round Three Ideas – Request for Proposals

A Request for Proposals (RFP) will be issued in the Spring of 2011. The criteria contained in the RFP will reflect the best of the best ideas, designs, community benefits and implementation practicalities. A refundable initial deposit of \$10,000 is required from each proponent due upon the submission of the proponent's response to the RFP.

A Development Selection Committee comprised of but not limited to the city Community Development Director, CFO, Legal, and Mayor's office will evaluate the proposals, and recommend the top finalists for public presentations. Once awarded, the City will work with the developer and the community to ensure a clear permitting process to the eventual development of the property.